



# 2024 Crime and Community Survey

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# Introduction and Background

TOTAL RESPONSES	COMPLETION RATE	TYPICAL TIME SPENT
25,483	87%	10m:4s

## 1. Introduction

1.1 The national Neighbourhood Watch Crime and Community survey has run for the past five years and was developed by Neighbourhood Watch Network to better understand the impact of Neighbourhood Watch on levels of crime victimisation, fear of crime and feelings of safety, neighbourliness, community cohesion and loneliness, and the current reach and diversity of Neighbourhood Watch. It is also essential to have this feedback in helping us direct our work in the right direction.

1.2 The original design of the survey was supported by University College London and informed by previous research from Nottingham Trent University into the Crime Survey of England and Wales.

For the second year, the survey has been sponsored by **Simplisafe**, an industry partner who helped develop the survey and analyse the results.

1.3 The findings of the national survey will be used by Neighbourhood Watch Network as a national baseline and support the development and evaluation of the Neighbourhood Watch Strategy.

## 2. Methodology

2.1 The survey was conducted online using the Survey Monkey platform from 7 October to 31 October 2024. All responses were anonymised and were analysed in aggregated groups to avoid any attempt at identifying individuals or groups of people.

2.2 The survey was also shared with Neighbourhood Watch members and non-members via Neighbourhood Watch communication channels, Police force community messaging systems, press releases, social media, and through the communication channels of our partners. This methodology is a non-probability sampling technique, and the sample can therefore not be guaranteed as representative of the general population.

Collector	Website embedded survey	Social Media Collector	Newsletter collector	Alert Message Collector
RESPONSES	30	87	3200	22159

2.3 A total of 25,483 responses were received.

Total responses over time:

2020	2021	2022	2023	2024
33,144	16,473	25,293	28,909	25,483

### **3. Executive Summary**

3.1 A clear link can be seen between Neighbourhood Watch membership and how safe people feel in their local areas. NW members are much more likely than non-members to think that crime has decreased, have more trust in police and significantly more likely to be satisfied with their personal safety. They feel a connection with their locality and regularly interact with their neighbours.

3.2 Turning to feelings of safety, 26% of people said they lack a current feeling of safety, with 4% of those feeling "very unsafe". Age wise, over 65s feel the safest, with 77% feeling "safe" or "very safe", compared to those aged 45-64 at 63%, and under 44s at just 54%. Of Neighbourhood Watch members, 74% of Members and Volunteers feel "safe" or "very safe", compared to non-members (65%). People who own their home outright feel the safest (76% selecting safe or very safe). Those who rent from a housing association or local authority feel the least safe (49% saying they felt "unsafe" or "very unsafe").

3.3 We also examined neighbourliness - 78% agree or strongly agree that locals in their area look out for each other. Of those not connected to Neighbourhood Watch - 72% agreed or strongly agreed compared to 80% of Neighbourhood Watch Members, but this is down on last year NW member -1% and Non-members -4%. We have seen a gentle reduction in these figures since the end of the Covid years, and we might conclude that this is due to a slow drift back to the workplace and others spending more time away from home.

### **4. Additional Notes**

4.1 It should be noted that some of the same questions have been included in our surveys over the past years, and wherever possible, we have included the results to compare or to highlight any trends.

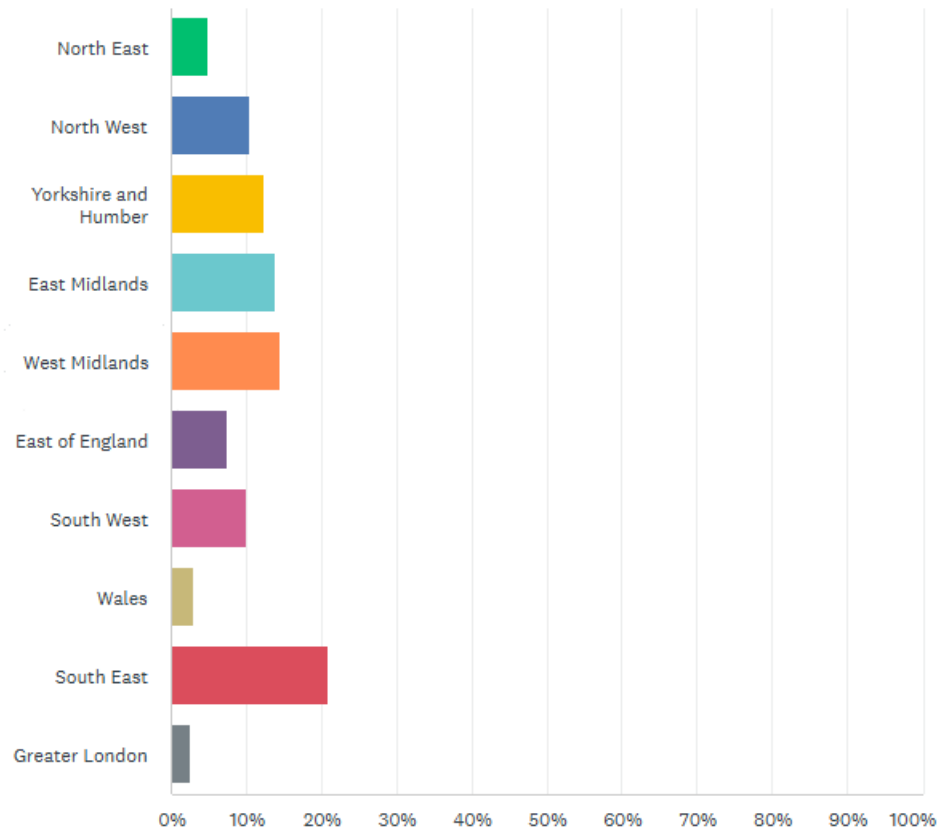
4.2 Questions 25 to 30 were posed by a collaborator of ours, Dr Gillian Pepper from the University of Northumbria. She studies the connection between feelings of safety and their relationship with how people look after their general health. After she has studied the results of this, we hope to be able to share them with you too. See examples of the [Open Science Network](#).

4.3 We included one slightly quirky question with our partner Simplisafe, where we asked people where they might hide valuables. Many opted for the sensible approach – a safe secured to the wall or floor – but others provided us with some really entertaining suggestions such as a secret compartment, spice jars and in the freezer.

# Q1 Which region do you live in?

There were few differences between the balance of where respondents live from the 2023 survey and those responding in 2024.

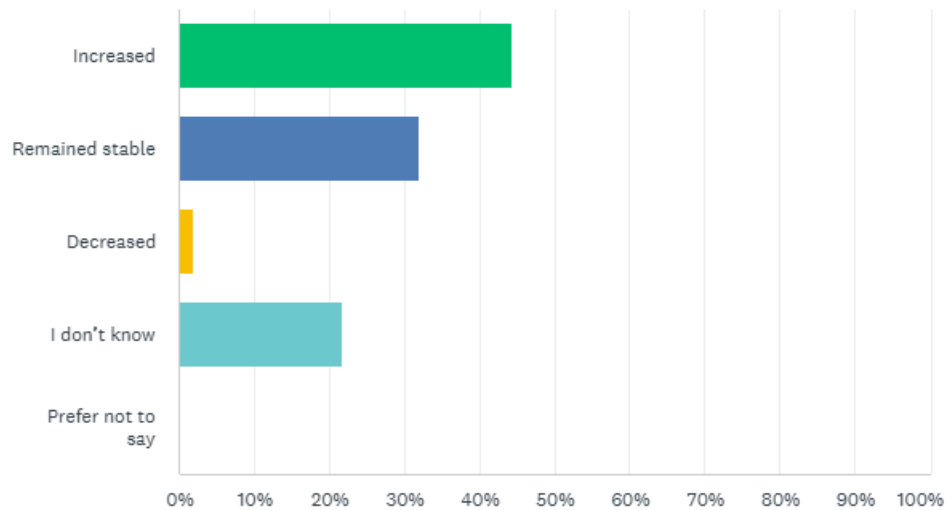
Answered: 25,483 Skipped: 0



## Q2 In the past year how do you think crime levels in your neighbourhood have changed?

Has crime increased, decreased or stayed the same?

Answered: 25,483 Skipped: 0



### Opinion on Crime Level Increase

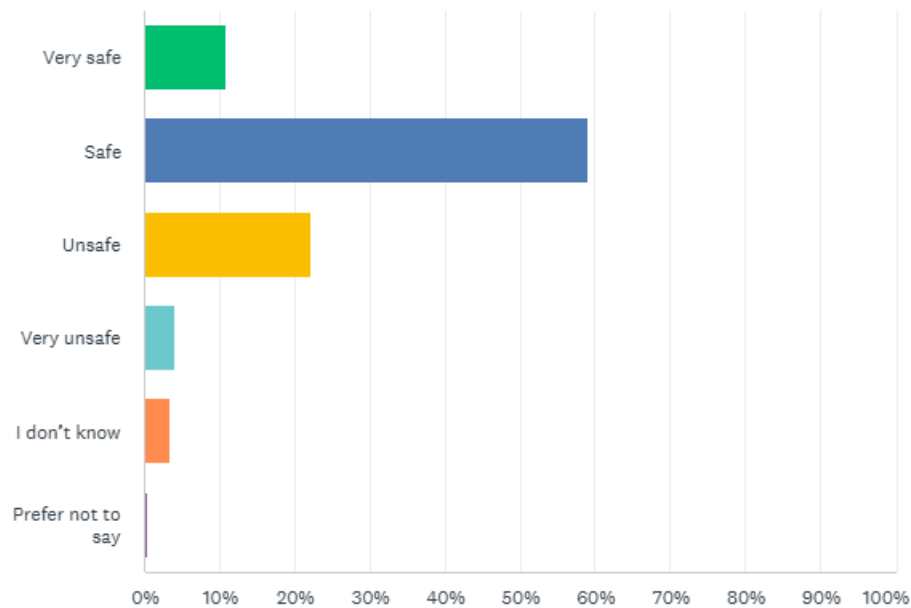
- Over 44% of people think crime has increased in 2024, with less than 2% saying it's decreased.

- People think crime has increased the most in Greater London (57%), followed by West Midlands (55%) and North East (50%)

- Conversely, people believe crime has stabilised/decreased in the South West (38%), East England (37%), and East Midlands (37%)

## Q3 - In general, how safe do you feel personally?

Answered: 25,483 Skipped: 0



### Current feeling of Safety

- 26% of people lack a current feeling of safety, with 4% of those feeling "very unsafe".

- The region that feels the safest is the South West, with 77% of people feeling "safe" or "very safe".

- The region that feels the most unsafe is the West Midlands, with 36% of people feeling "unsafe" or "very unsafe".

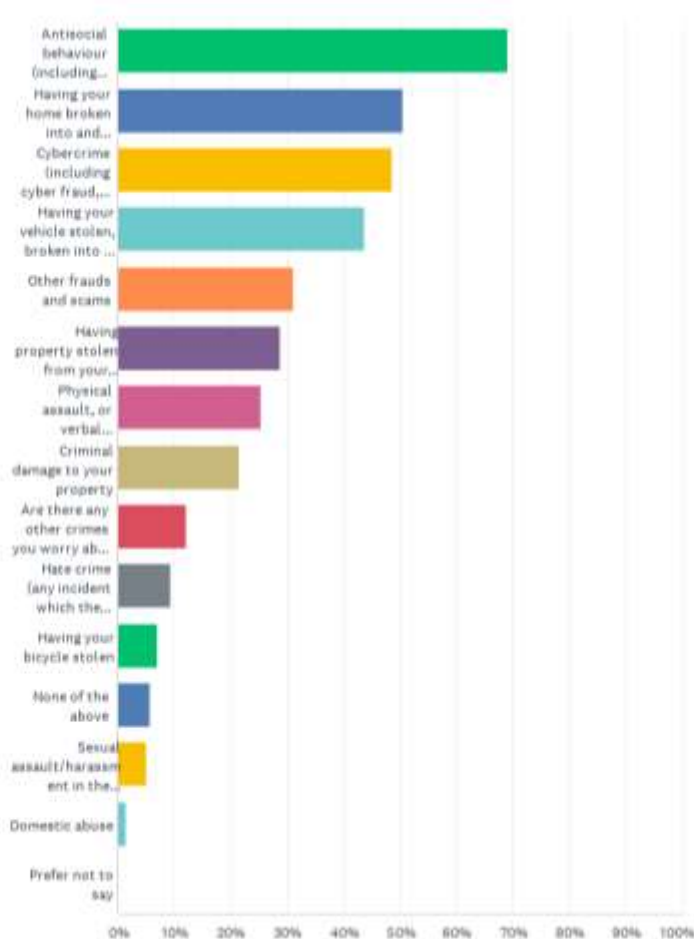
- Age wise, over 65s feel the safest, with 77% feeling "safe" or "very safe", compared to those aged 45-64 at 63%, and under 44s at just 54%

- Of Neighbourhood Watch members, 74% of Members and Volunteers feel "safe" or "very safe", compared to non-members (65%).

- People who own their home outright feel the safest (76% selecting safe or very safe). Those who rent from a housing association or local authority feel the least safe (49% saying they felt "unsafe" or "very unsafe").

## Q4 - Do you worry about personally experiencing or witnessing any of the following crimes over the next 12 months?

(respondents were asked to pick a maximum of 5)



- The top 3 crimes people worry about are antisocial behaviour (69%), having your home broken into (50%) and cybercrime (45%).
- Some crimes are feared in similar percentages by different age groups, whereas others are age-dependent.
- For example, 50% of over 65s fear cybercrime, compared to 43% of 44-64 year-olds or 26% of Under 44's.
- In contrast, only 21% of over 65s fear physical assault, compared to 33% of 44-64s and 39% of Under 44s.

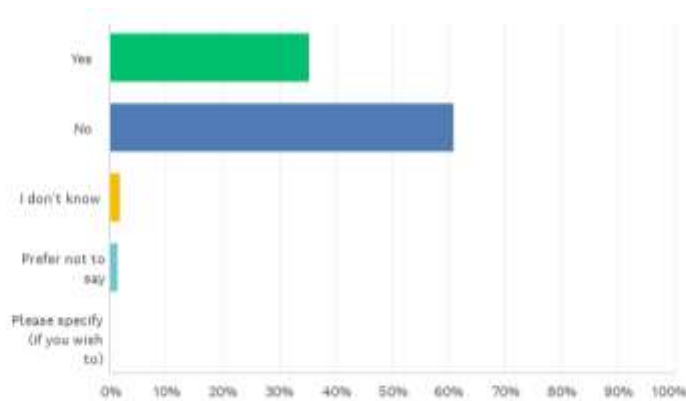


**Crime Worries** (of 25483 Responses)



## Q5 - Have you been a victim of, or witnessed, any crime in the past 12 months?

(whether or not it was reported to the police)



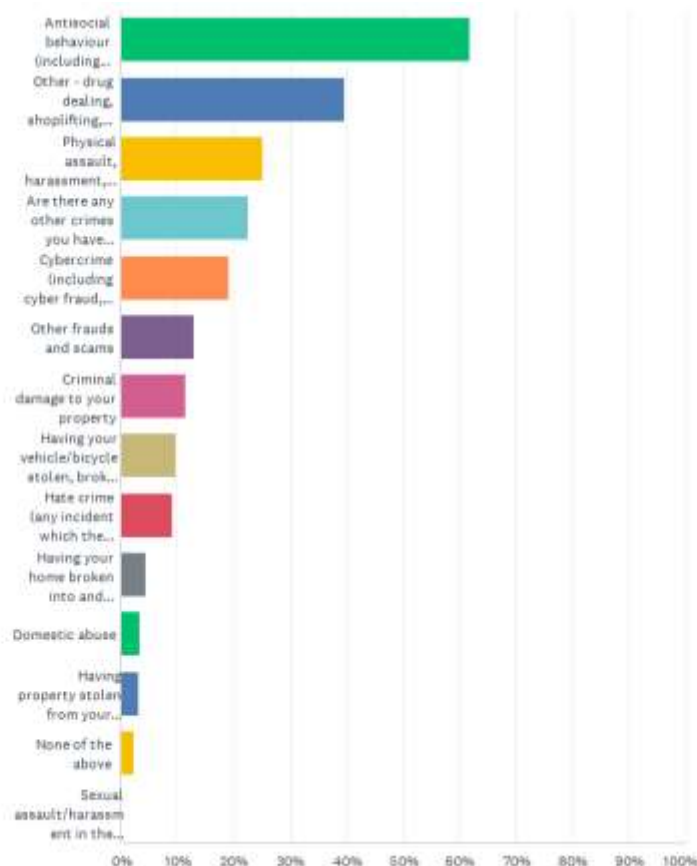
- 38% of people have experienced a crime in the last year.
- Regionally, this was highest in Greater London (52%), followed by North East (44%) and West Midlands (41%)
- On the other end, it was lowest in the East of England (31%), followed by South West (32%) and Wales (33%)
- Age wise, 60% of Under 44's have experienced a crime, compared to 48% of 44 to 64 and just 28% of Over 65's.

**Experienced Crime Type** (of 9041 Responses)



## Q6 - Please specify which crime(s) you have personally experienced or witnessed in the past 12 months?

Respondents were asked to select all that apply

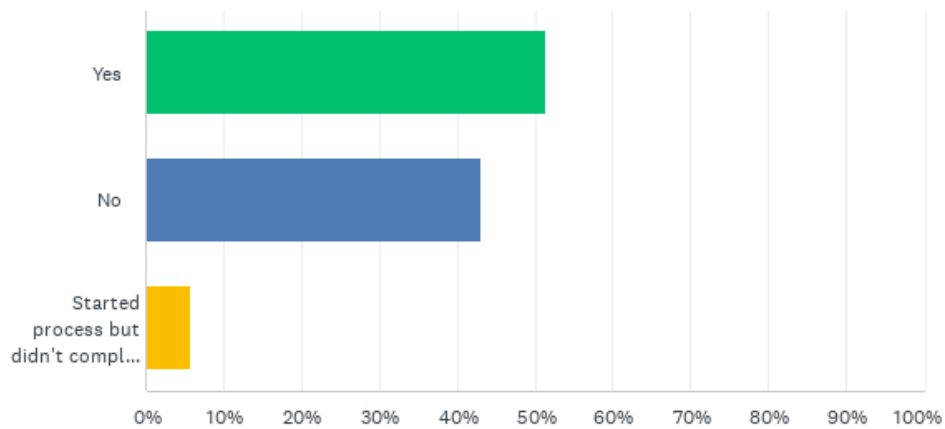


- The most common type of experienced crimes are Antisocial Behaviour (66% of people), followed by Physical Assault (28%)

- Some Crimes were experienced more in different Regions - Antisocial Behaviour was reported by 61% of people in Greater London, compared to 73% of people in the North East

- Age also affects types of crimes experience, such as 20% of over 65s experiencing Physical assault, compared to 28% for 44 to 64s, up to 32% for under 44s.

## Q7 - Did you report the crime(s) to the police?



- 42% of people who experienced a Crime either didn't report it, or stopped before completing the report.

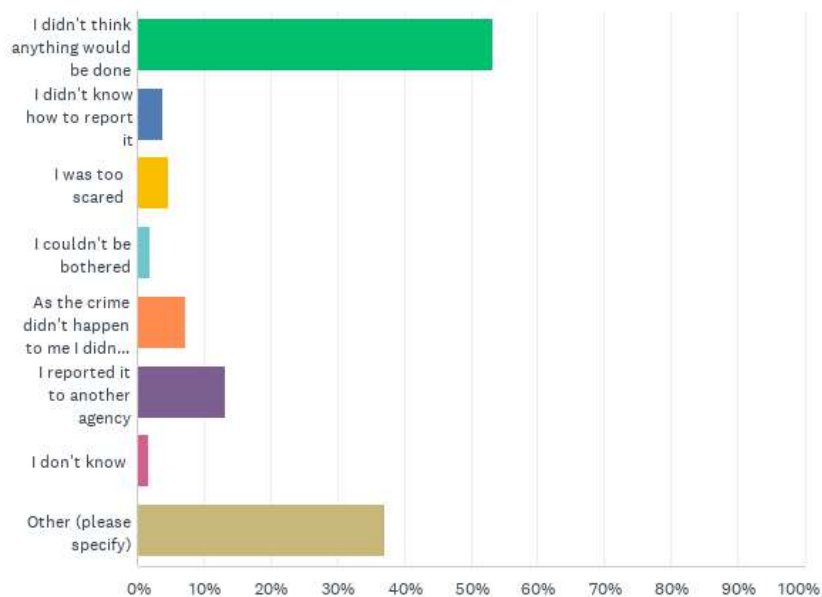
- Under 44's are most likely to report a crime, at 62%, dropping down to 56% at 44 to 64 and just 45% for Over 65's.

- Women are slightly more likely to report crimes, at 55% compared to Men's 53%.

- The Region most likely to report Crime is Greater London, at 60%. On the other end, the Region least likely to Report a crime is the East of England, with only 47% of people reporting.

- People who Rent from a housing association or local authority are the most likely to report a crime, at 60% - people who own their home outright are the least likely to report, with only 47% of homeowners doing so.

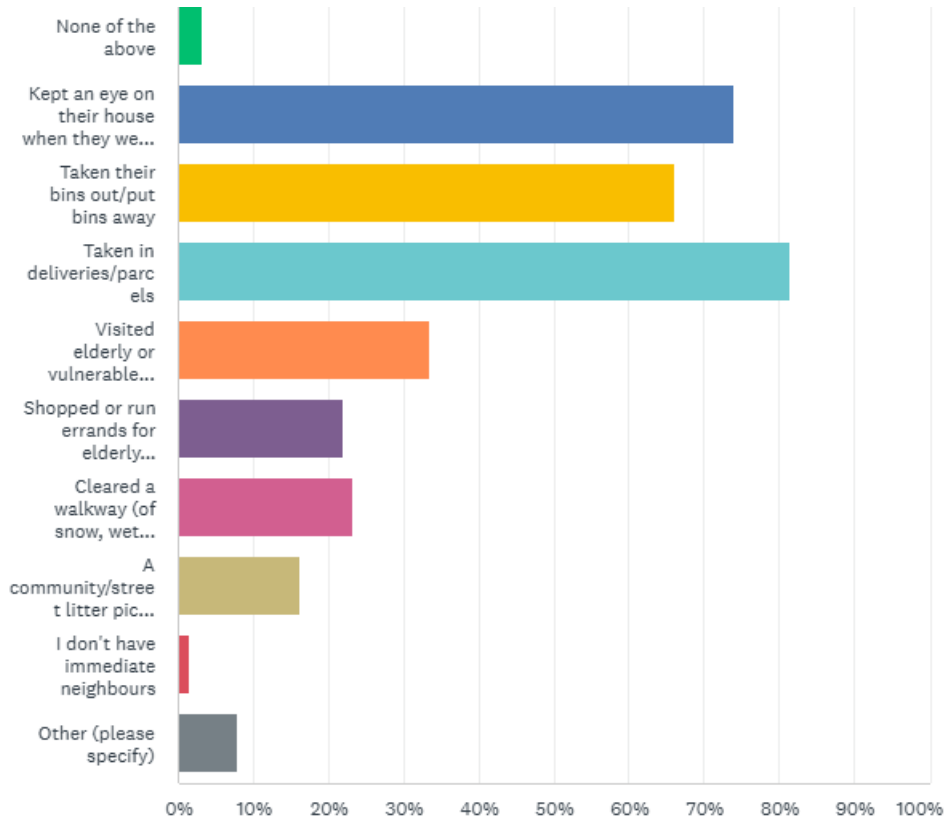
## Q8 - Why did you not report the crime(s) to the police?



- The most common reason for not reporting is a feeling that nothing would be done - accounting for 73% of lapsed reports.
- This was far and away the primary problem, over both age splits and gender.



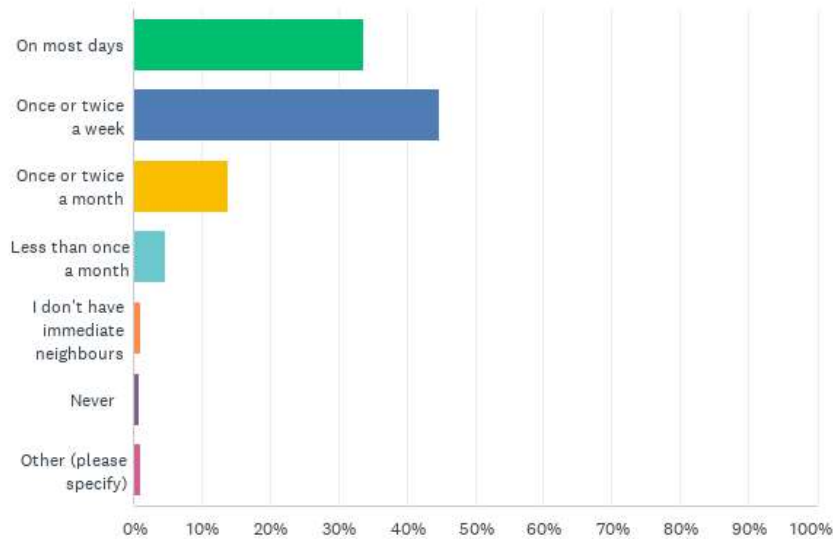
## Q9 - Which, if any, of the following things, have you done for your neighbours over the 12 months (select all that apply)?



### How have you helped your Neighbours?

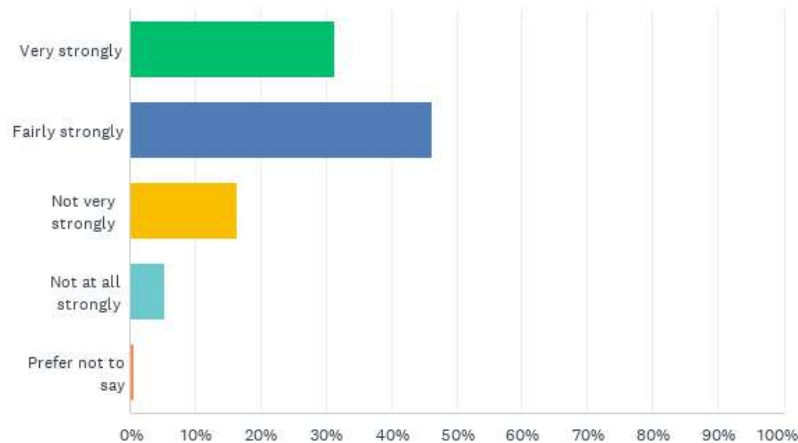
- 78% of people have taken in a delivery for a neighbour, compared to just 14% that have contributed to a community clean

## Q10 - How often, if at all, do you chat to your neighbours?



- 76% of people talk to their neighbours at least once a week.
- Regionally, the friendliest area is North West, with 80% talking over once a week. The lowest is South East, with just 76%
- Age Wise, 81% of 65+ people talk to neighbours at least once a week, with 44 to 64 at 75% and under 44's at 68%
- Neighbourhood watch members are more likely to talk to neighbours at least once a year - non-members are only at 75%, with increase to 80% for members, and Volunteers.

## Q11 - How strongly, if at all, do you feel you belong to your neighbourhood?



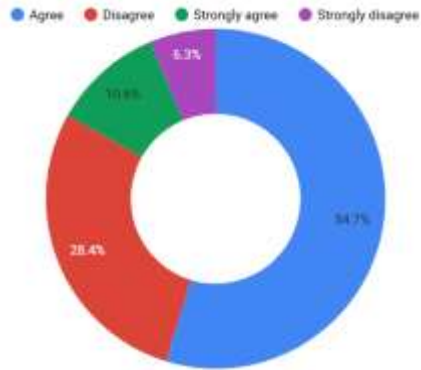
- 26% of people feel like they don't belong in their neighbourhood

- Regionally, the closest-knit region is Greater London, at 77%, compared to the sparse West Midlands, at 71%.

- Age wise, 65+ people feel the most included, at 78% feeling like they belong dropping to 71% at 44 to 64, and down to 58% for under 44's.

- 68% of non-Neighbourhood Watch members feel they belong in their community, which rises to 76% for members and Volunteers.

## Q12 - To what extent do you agree or disagree with the following statements?



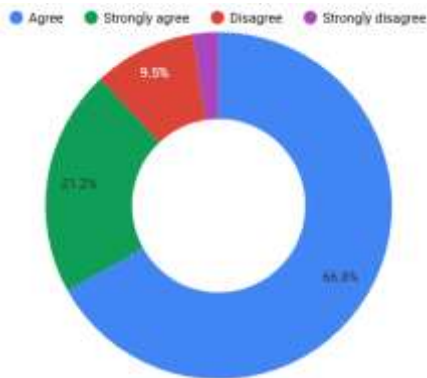
65% agree or strongly agree their area is tightly-knit.

### Agreeing Percentage By Membership

- Non-Neighbourhood Watch Member - 58%
- Neighbourhood Watch Member - 67%

### Last Year

- Non-Neighbourhood Watch Member - 59% (down 1%)
- Neighbourhood Watch Member - 72% (down 5%)



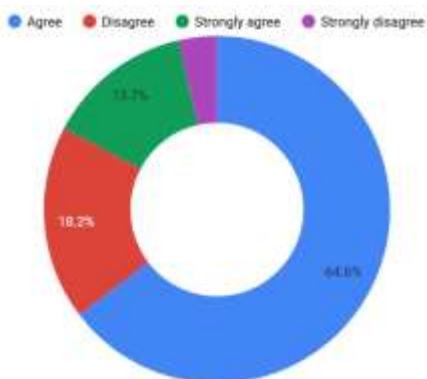
88% agree or strongly agree their area is friendly to live in.

### Agreeing Percentage By Membership

- Non-Neighbourhood Watch Member - 84%
- Neighbourhood Watch Member - 89%

### Last Year

- Non-Neighbourhood Watch Member - 86% (down 2%)
- Neighbourhood Watch Member - 91% (down 2%)



78% agree or strongly agree that locals in their area look out for each other.

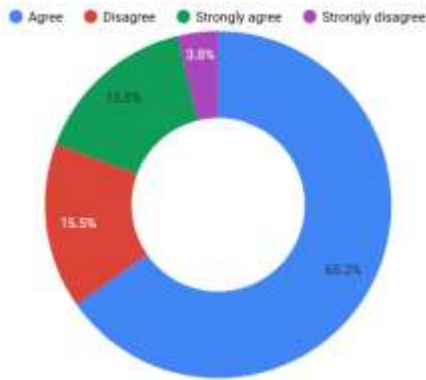
### Agreeing Percentage By Membership

- Non-Neighbourhood Watch Member - 72%
- Neighbourhood Watch Member - 80%

### Last Year

- Non-Neighbourhood Watch Member - 73% (down 1%)
- Neighbourhood Watch Member - 84% (down 4%)





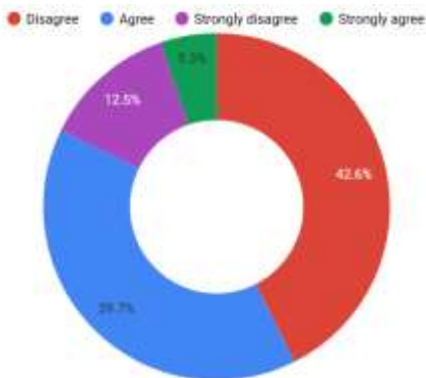
81% agree or strongly agree they trust others in their Area.

Agreeing Percentage By Membership

- Non-Neighbourhood Watch Member - 75%
- Neighbourhood Watch Member - 82%

Last Year

- Non-Neighbourhood Watch Member - 75%
- Neighbourhood Watch Member - 86% (down 4%)



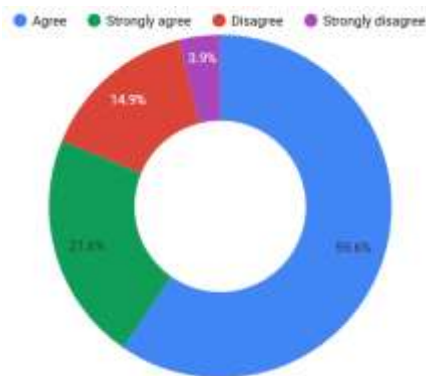
45% agree or strongly agree that their community challenges anti-social Behaviour.

Agreeing Percentage By Membership

- Non-Neighbourhood Watch Member - 37%
- Neighbourhood Watch Member - 47%

Last Year

- Non-Neighbourhood Watch Member - 42% (down 5%)
- Neighbourhood Watch Member - 56% (down 9%)



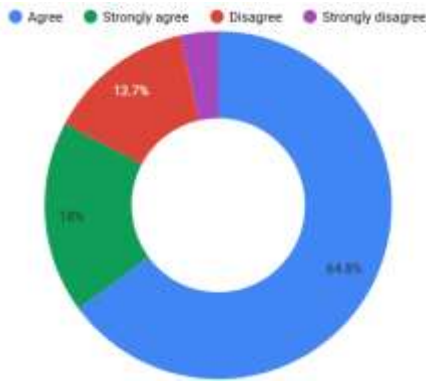
81% agree or strongly agree that locals would contact the Police.

Agreeing Percentage By Membership

- Non-Neighbourhood Watch Member - 76%
- Neighbourhood Watch Member - 82%

Last Year

- Non-Neighbourhood Watch Member - 82% (down 6%)
- Neighbourhood Watch Member - 89% (down 7%)



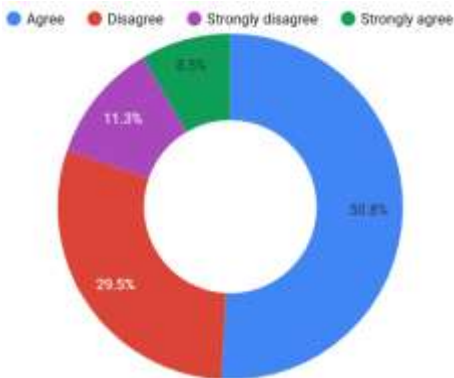
83% agree or strongly agree that when in need, their community would assist them.

**Agreeing Percentage By Membership**

- Non-Neighbourhood Watch Member - 78%
- Neighbourhood Watch Member - 84%

**Last Year**

- Non-Neighbourhood Watch Member - 79% (down 1%)
- Neighbourhood Watch Member - 86% (down 2%)



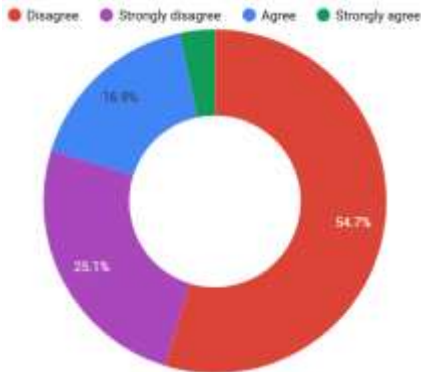
59% agree or strongly agree their community works with police to tackle issues.

**Agreeing Percentage By Membership**

- Non-Neighbourhood Watch Member - 51%
- Neighbourhood Watch Member - 61%

**Last Year**

- Non-Neighbourhood Watch Member - 77% (down 26%)
- Neighbourhood Watch Member - 87% (down 26%)



20% agree or strongly agree that they've felt like their Community is detached from them.

**Agreeing Percentage By Membership**

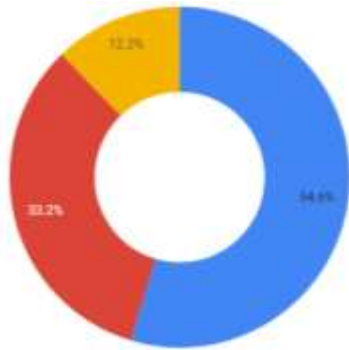
- Non-Neighbourhood Watch Member - 25%
- Neighbourhood Watch Member - 19%

**Last Year**

- Non-Neighbourhood Watch Member - 22% (up 3%)
- Neighbourhood Watch Member - 17% (up 2%)

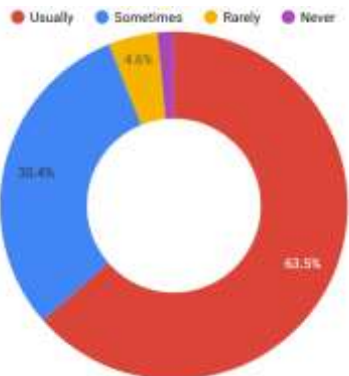
## Q13 - To what extent do you agree or disagree with the following statements?

● I know something about N... 
 ● I know little to nothing abo... 
 ● I know a lot about Neighbo...



67% of people are aware of a Neighbourhood Watch in their area, with 33% knowing little to nothing. This is up from last year's results, with 43% being unsure if there was a Neighbourhood watch nearby.

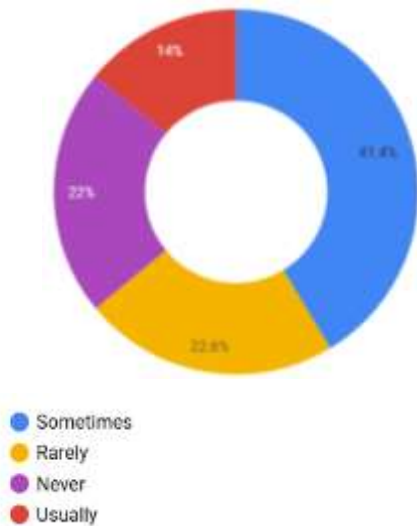
The most aware region is East of England, with 74% knowing something about their local Neighbourhood Watch. The most unsure is Wales, with 57% knowing little to nothing about Neighbourhood Watch activities.



64% of people usually follow Neighbourhood Watch crime prevention advice - whereas 2% of people never do. This is up from last year, where a reported 30% of people acted on advice, with 12% never using it.

The most advice conscious region is East of England, with 68% usually following advice. On the other hand, people in Wales are most likely to never use Neighbourhood Watch advice.

Over 65's have high advice take up, with 71% of people usually following advice. Conversely, only 40% of Under 44's do.



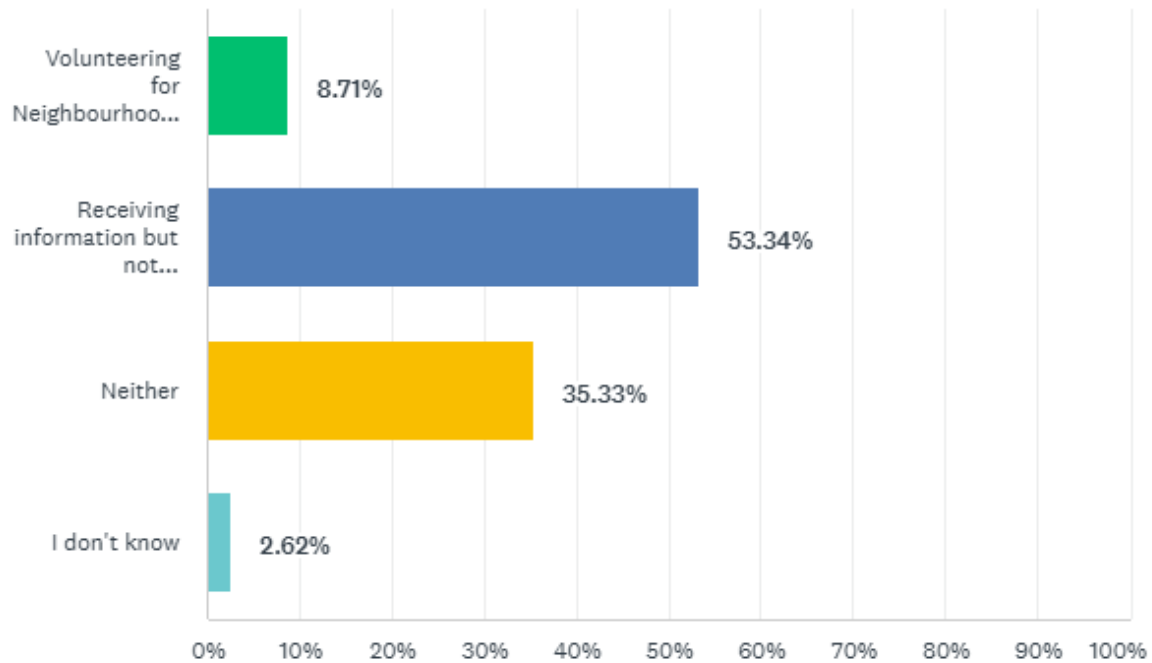
14% of people usually change their behaviour after seeing a Social Media Campaign - whereas 22% of people stay the same.

Regionally, Greater London is the most adaptive, with 16% of people shifting their approach after seeing a campaign. The most stubborn is Wales, with the highest percent of people ignoring campaigns.

As before, older people are more likely to pay attention to campaigns - 14% of over 65's usually change behaviour after a Campaign, against 12% of under 44's.

## Q14 – Neighbourhood Watch Membership

We asked respondents whether they volunteered, received information or were unknown to us.



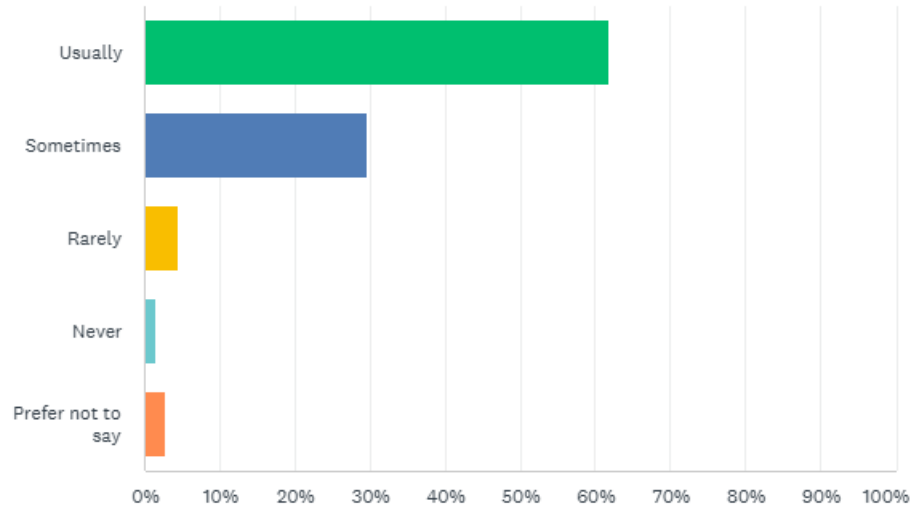
62% of responders either receiving information but are not volunteering or are Volunteering for Neighbourhood Watch (e.g., Association lead/member, coordinator, Cyberhood Watch Ambassador, etc.)

Last year, our categories were slightly different and the data is as follows – (we consider those who are signed up for information as part of our membership):

Responses	2023
Neither	62.94%
I don't know	8.84%
Member	23.03%
Volunteer	5.19%

# Q15 - Would you trust the crime prevention advice/suggestions offered by Neighbourhood Watch?

Answered: 24,326 Skipped: 1,157

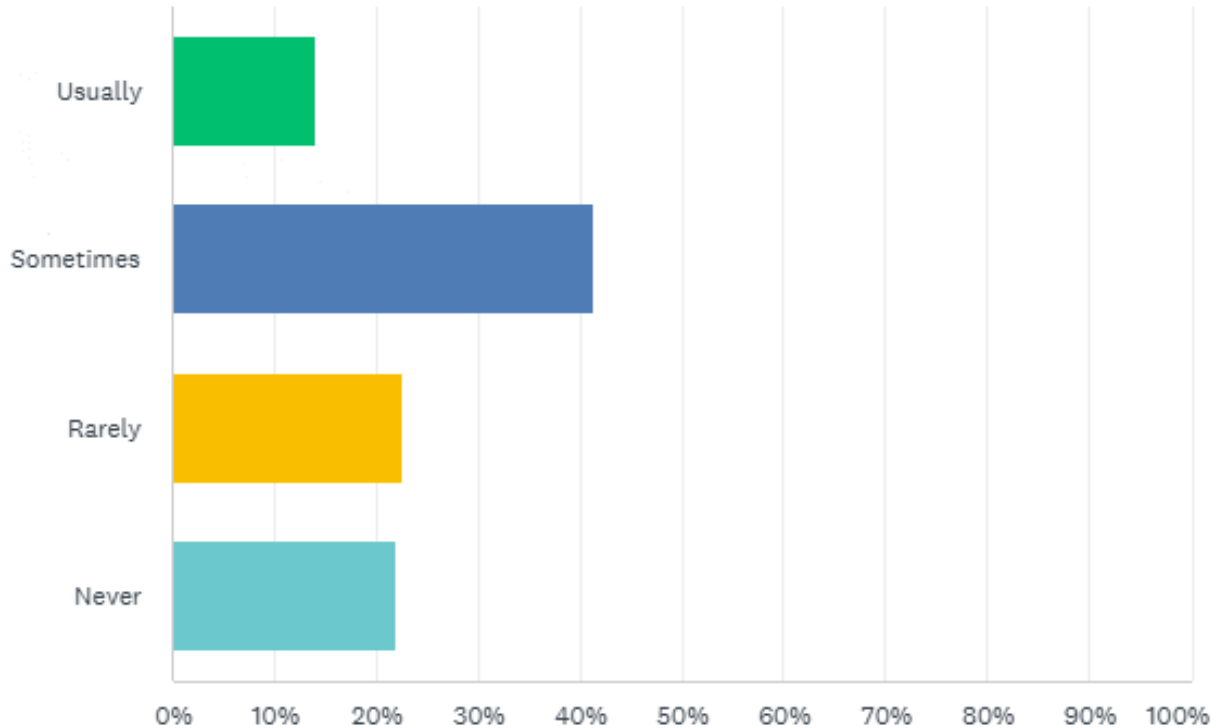


64% of people usually follow Neighbourhood Watch crime prevention advice - whereas 2% of people never do. This is up from last year, where a reported 30% of people acted on advice, with 12% never using it.

The most advice conscious region is East of England, with 68% usually following advice. On the other hand, people in Wales are most likely to never use Neighbourhood Watch advice.

Over 65's have high advice take up, with 71% of people usually following advice. Conversely, only 40% of Under 44's do

## Q16 - Have you acted on or changed your behaviour after seeing any of our crime prevention information or webinars?



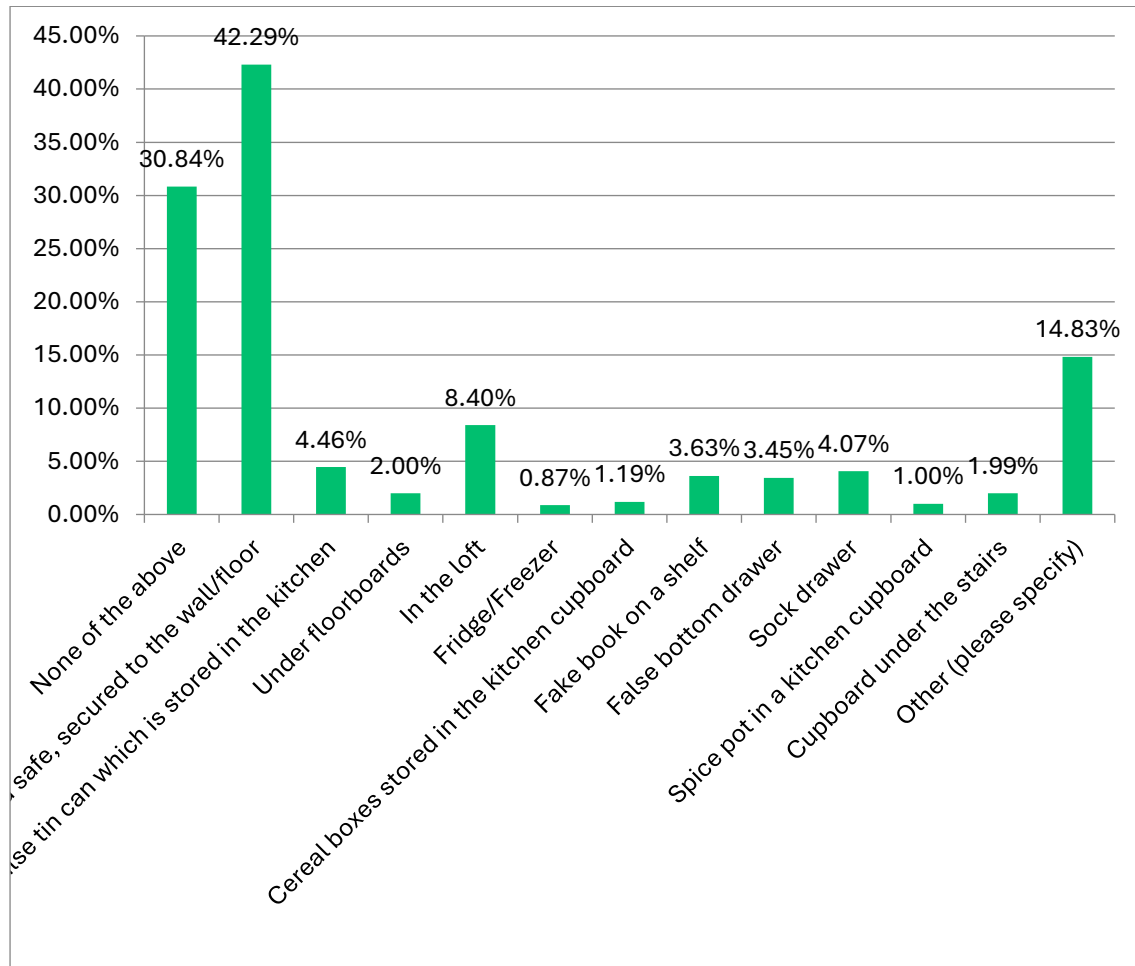
Examples given are: burglary prevention and THINK WIDE(N), the 'are you okay?' campaign for street harassment or others)

64% of people usually follow Neighbourhood Watch crime prevention advice - whereas 2% of people never do. This is up from last year, where a reported 30% of people acted on advice, with 12% never using it.

The most advice conscious region is East of England, with 68% usually following advice. On the other hand, people in Wales are most likely to never use Neighbourhood Watch advice.

Over 65's have high advice take up, with 71% of people usually following advice. Conversely, only 40% of Under 44's do.

## Q17 - Where do you recommend keeping/hiding valuables at home?



- The hiding place most recommended by people is a properly installed safe, with 39% of people having it as an option.

- Men are more likely to hide objects in distant corners (being more likely to pick the loft, a sock drawer, or under a floorboard or the stairs) whereas Women are more likely to hide objects near the Kitchen (being more likely to choose a tin, cereal box or spice pot in the Kitchen)

- Over 65s are less likely to hide objects that younger responders, with 31% choosing 'None of the Above' compared to just 29% of 44 to 64's and under 44's

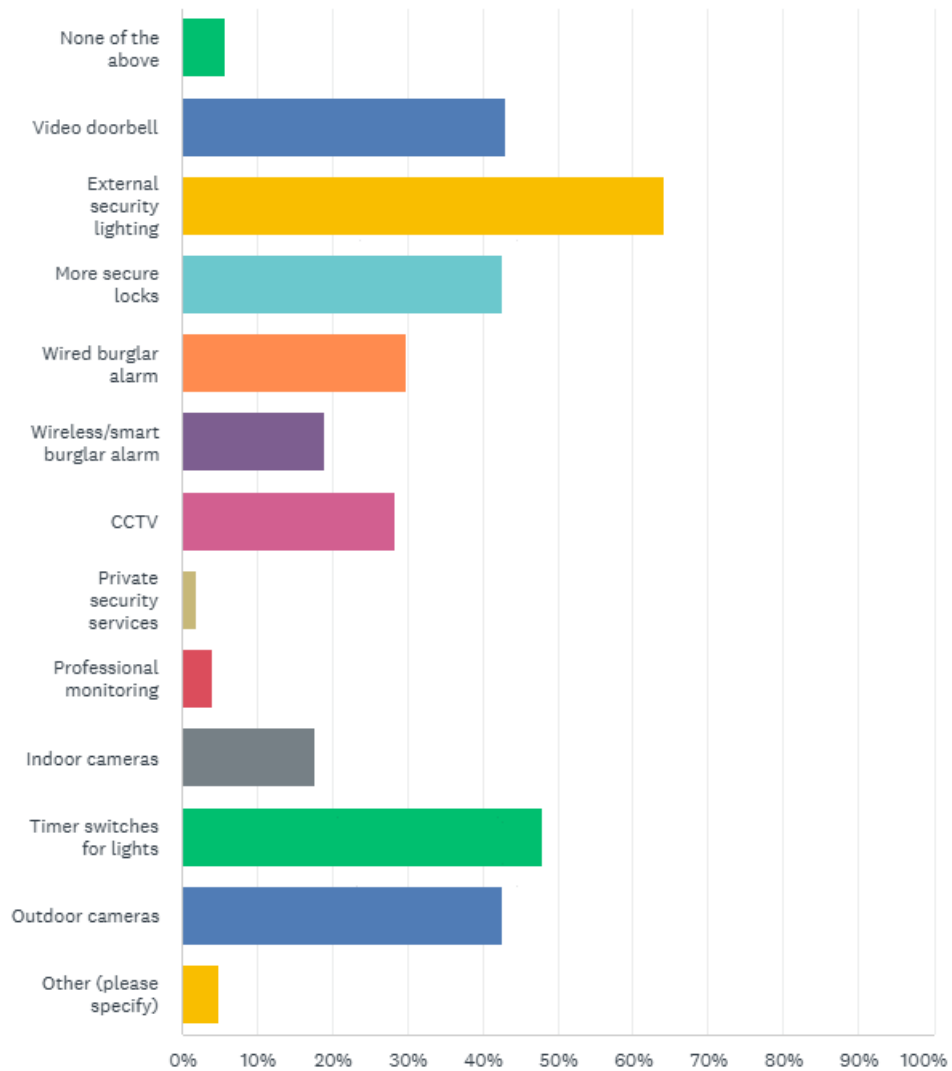
Many people said they had nothing of value to be concerned about but others offered the following tips in the 'other' category:

- 2 Litre ice cream container in a congested garage
- Under the bath
- Now that would be telling! / It's a secret
- Hidden in clothes, shoes or boots



# Q18 - Which of the following items of home security do you have, or would you consider purchasing for your home?

Answered: 23,761 Skipped: 1,722



## Security Options Used

- The most common Security option is using External Security Lighting, with 60% of respondents using this.

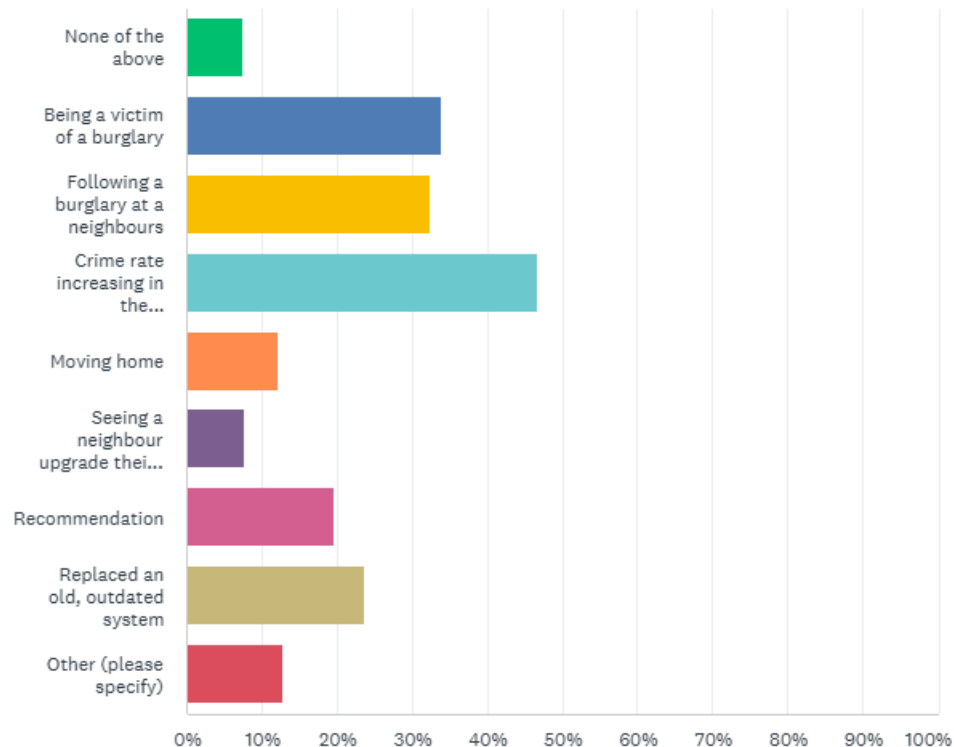
- Genderwise, the highest % Difference was using CCTV - only 24% of Women use this, compared to 33% of Men (9% Diff)

- By Neighbourhood Watch Membership, it was Timer switches for lights - Non-Members are 36% likely to use these, compared to 50% for Members and Volunteers (14% Diff)



## Q19 - What made you (or would make you) invest in your home's security?

Answered: 22,242 Skipped: 3,241



- The most common reason for investing in Security would be Crime Rates Increasing, according to 41% of Responders.

This follows the trend of 38% of people experiencing a Crime in the last year (up from 36% from the previous year), as well as 44% of people believing Crime Rates have already increased.

- Genderwise, the highest % Difference was Replacing an old, outdated system - 20% of Women would see this as a reason to invest in Security, compared to 25% of Men (5% Diff)

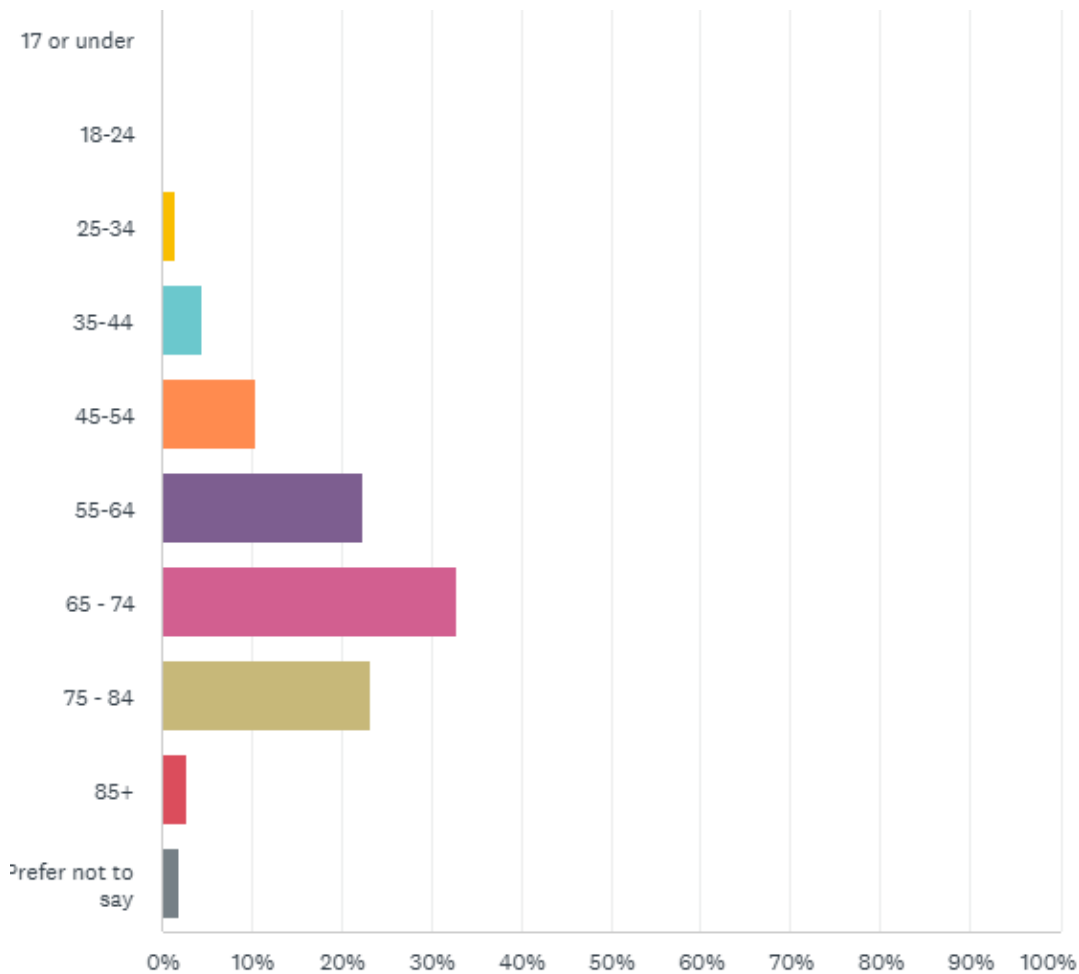
- By Neighbourhood Watch Membership, the biggest shift was Following a burglary at a neighbours - Non-Members only saw this as a valid reason at a rate of 24%, compared to 31% for Members and Volunteers (7% Diff)

Possible Reason for Security Investment (of 25483 Responses)



## Demographics of those surveyed:

### Age



### Gender

ANSWER CHOICES	RESPONSES	Count
Woman	49.12%	11,342
Man	49.89%	11,519
Non-binary	0.13%	29
Transgender	0.07%	17
Prefer to self describe (please specify)	0.80%	184
<b>TOTAL</b>		<b>23,091</b>

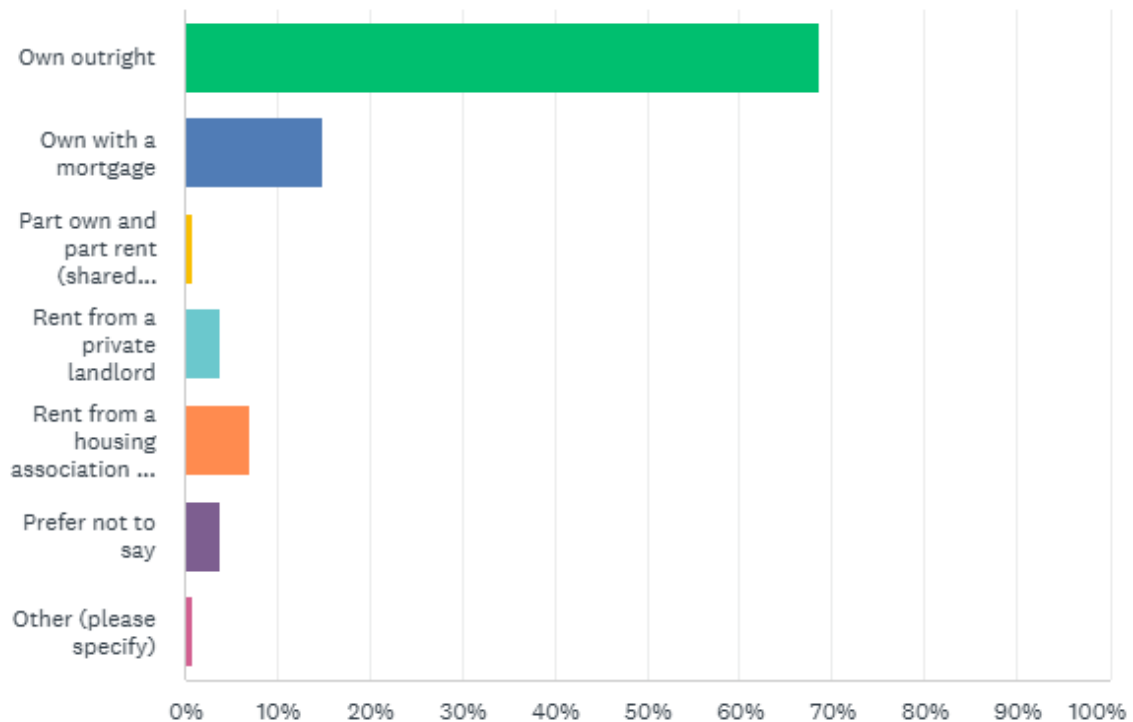
## Ethnicity

ANSWER CHOICES	RESPONSES	
▼ White English/Welsh/Scottish/Northern Irish/British	91.58%	21,147
▼ Irish	0.76%	175
▼ Gypsy or Traveller	0.04%	9
▼ Any other White background (please describe in the Any other ethnic background section below)	2.12%	490
▼ White and Black Caribbean	0.14%	32
▼ White and Black African	0.13%	29
▼ White and Asian	0.31%	72
▼ Any other Mixed/Multiple ethnic background (please describe in the Any other ethnic background section below)	0.22%	50
▼ Asian British	0.62%	143
▼ Indian	0.38%	88
▼ Pakistani	0.13%	31
▼ Bangladeshi	0.02%	5
▼ Chinese	0.13%	30
▼ Any other Asian background (please describe in the Any other ethnic background section below)	0.12%	27
▼ Black British	0.11%	25
▼ Black African	0.05%	11
▼ Black Caribbean	0.06%	15
▼ Any other Black background (please describe in the Any other ethnic background section below)	0.03%	7
▼ Arab	0.03%	8
▼ Prefer not to say	2.37%	547
▼ Any other ethnic background (please specify)	<a href="#">Responses</a> 0.65%	150
<b>TOTAL</b>		<b>23,091</b>

## Sexual Orientation



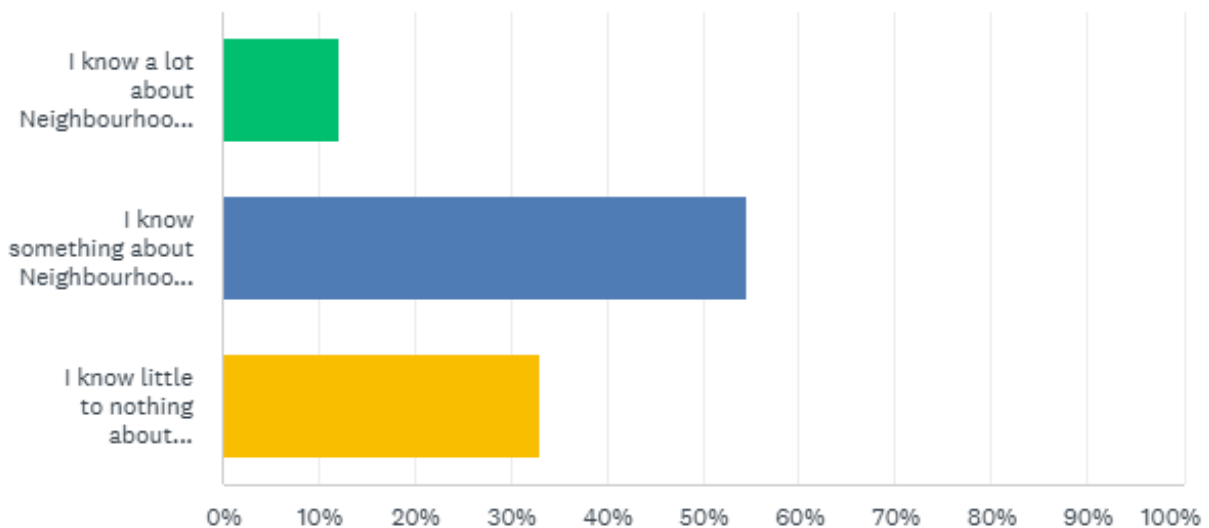
## Home occupation



69% own their home outright and 15% with a mortgage.

Questions 25 to 30 were posed by a collaborator of ours, Dr Gillian Pepper from the University of Northumbria. She studies the connection between feelings of safety and their relationship with how people look after their general health. After she has studied the results of this, we hope to be able to share them with you too.

## Q31 - How much do you know about the activities of the Neighbourhood Watch?



ANSWER CHOICES	RESPONSES
▼ I know a lot about Neighbourhood Watch activities	12.22% 2,752
▼ I know something about Neighbourhood Watch activities	54.63% 12,306
▼ I know little to nothing about Neighbourhood Watch activities.	33.15% 7,468
<b>TOTAL</b>	<b>22,526</b>

67% of people are aware of a Neighbourhood Watch in their area, with 33% knowing little to nothing. This is up from last year's results, with 43% being unsure if there was a Neighbourhood watch nearby.

The most aware region is East of England, with 74% knowing something about their local Neighbourhood Watch. The most unsure is Wales, with 57% knowing little to nothing about Neighbourhood Watch activities.